



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Advertised Prices effective through March 23, 2008 - Central U.S.

(10-24 lbs. whole birds; prices in \$/lb unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Easter 2008
WHOLE TURKEYS

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Alabama	Ingle's	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Butterball	1.48							w/ store card
		Butterball	1.98							w/o store card
	Kroger	Butterball	1.49	1.09						
		Honeysuckle	1.19	0.99						
	Publix	Publix	1.19	0.79						
	Western	Jennie-O	0.99							
	Winn-Dixie	Butterball		0.99						w/ store card; limit 2
		Butterball		1.39						w/o store card
Arkansas	Brookshire's	Honeysuckle	1.29							save \$2 w/ coupon
		Butterball		0.99						
	Country Mart	Best Choice		0.89						< 16 lbs. (hen)
	Kroger (delta)	Honeysuckle	0.97							< 16 lbs. (hen)
		Pilgrim's Pride		0.89						< 16 lbs. (hen)
		Private Selection		0.89						< 16 lbs. (hen)
	Super 1	Honeysuckle	1.27							
Illinois Chicago Area	Caputo's	Perdue	1.59							< 16 lbs. (hen)
	Dominick's	Butterball	1.69							
		Jennie-O		1.29						w/ store card
		Jennie-O		1.49						w/o store card
	Fairplay Foods	Rosebud		0.99						< 16 lbs. (hen)
	Jewel	Butterball	1.69	1.59						
		Jennie-O	1.49	0.89						
Illinois Downstate	Buehler Buy Low	Honeysuckle	0.99							
	County Mart	Farm Fresh		0.89						
		Honeysuckle	1.29							
	Cub Foods	Jennie-O		0.68						limit 1
	Dierberg's	Perdue	1.69							
	Econo Foods	Honeysuckle	1.29							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Kroger - central	Butterball		0.79						< 16 lbs. (hen)
		Butterball	1.39							
		Perdue	1.39							
		Shady Brook	1.39							
		Jennie-O		0.79						
		Honeysuckle		0.79						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Illinois Downstate (continued)	Kroger (mid-Sth)	L'il Butterball		0.99						
	Meijer	Meijer		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Butterball		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Honeysuckle		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
	Piggly Wiggly	Butterball		0.99						< 16 lbs. (hen)
	Schnuck's	Schnuck's		*						25 % off
	Strack & Van Til	Rosebud	0.89							
	Ultra Foods	Rosebud		0.89						
Indiana	Walt's	Butterball	1.59							save \$3 w/ coupon
		Rosebud	1.29	0.99						
	Al's Supermarket	Our Family		0.99						
		Honeysuckle	1.29							
	Buehler Buy Low	Honeysuckle	0.99							
	Fresh Encounter	Honeysuckle	1.29							< 16 lbs. (hen); save \$1 w/ coupon
	Jay C	no label		0.79						< 16 lbs. (hen) w/ store card
		no label		1.09						w/o store card
	Jewel	Butterball	1.69	1.59						
		Jennie-O	1.49	0.89						
	Kroger - central	Butterball		0.79						< 16 lbs. (hen)
		Butterball	1.39							
		Perdue	1.39							
		Shady Brook	1.39							
		Jennie-O		0.79						
		Honeysuckle		0.79						
	Kroger (mid-Sth)	L'il Butterball		0.99						
	Kroger (Cincy Div)	Butterball	1.39							
		Honeysuckle	1.29							
		Private Selection		0.99						
	Marsh	Norbest		1.19						
		Butterball	1.49	1.19						
	Martin's	Honeysuckle	1.28							w/ store card
		Honeysuckle	1.59							w/o store card
	Meijer	Meijer		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Butterball		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Honeysuckle		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
	O'Malia's	Butterball	1.49	1.19						
		Norbest		1.19						
	Schnuck's	Schnuck's		*						25 % off
	Strack & Van Til	Rosebud	0.89							
	Ultra Foods	Rosebud		0.89						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Indiana (continued)	Walt's	Butterball	1.59							save \$3 w/ coupon
		Rosebud	1.29	0.99						
	Wesselman's	Jennie-O		0.89						
Iowa	County Mart	Farm Fresh		0.89						
		Honeysuckle	1.29							
	Cub Foods	Jennie-O		0.68						limit 1
	Econo Foods	Honeysuckle	1.29							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Piggly Wiggly	Butterball		0.99						< 16 lbs. (hen)
Kansas	Dillon's	Butterball	1.49	1.19						save \$2 w/ coupon
		Honeysuckle	1.29							save \$1 w/ coupon
	Hen House	Butterball		1.49						w/ store card
		Butterball		1.59						w/o store card
		Honeysuckle		1.29						w/ store card
		Honeysuckle		1.49						w/o store card
		no label	1.49							w/ store card
		no label	1.69							w/o store card
	Homeland	Honeysuckle	1.29							< 16 lbs. (hen)
	Hy-Vee	Hy-Vee	1.19	0.89						
Kentucky	Buehler Buy Low	Honeysuckle	0.99							
	Country Mart	Best Choice		0.89						< 16 lbs. (hen)
	Food Fair	Amish Valley	1.29							< 16 lbs. (hen)
	Food City	Butterball	1.49	0.89						w/ card; limit 2 on frozen; save \$3 w/ coupon
		Butterball	1.89	1.49						w/o store card; save \$3 w/ coupon
	Food Land	Honeysuckle	1.19	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Food Lion	no label		0.77						
		no label		1.19						
	Kroger	Shady Brook	1.29							
	Kroger (mid-Sth)	L'il Butterball		0.99						
	Kroger (Cincy Div)	Butterball	1.39							
		Honeysuckle	1.29							
		Private Selection		0.99						
	Kroger (delta)	Honeysuckle	0.97							< 16 lbs. (hen)
		Pilgrim's Pride		0.89						< 16 lbs. (hen)
		Private Selection		0.89						< 16 lbs. (hen)
	Meijer	Meijer		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Butterball		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Honeysuckle		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Louisiana	Albertson's LLC	Honeysuckle	0.99							< 16 lbs. (hen)
	Breaux	Honeysuckle Shur Fresh	1.29	0.79						
	Brookshire Bros.	Butterball Jennie-O no label	1.29	0.99						< 16 lbs. (hen) Smoked @ \$1.88/lb
	Brookshire's	Honeysuckle Butterball	1.29	0.99						save \$2 w/ coupon
	Kroger	Jennie-O	0.99							< 16 lbs. (hen)
	Rouse's	Armour Honeysuckle		0.79 1.29						< 16 lbs. (hen) < 16 lbs. (hen)
	Super 1	Honeysuckle	1.27							
	Winn-Dixie	Butterball Butterball no label no label		0.99 1.39 1.19 1.39						w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card
				0.79 1.29						
Michigan	Busch's	Peacock Amish	1.69							
	D&W	Jennie-O	1.29							< 16 lbs. (hen)
	Econo Foods	Honeysuckle	1.29							
	Family Fare	Spartan Spartan		0.99 1.29						
	Felpausch	Spartan Spartan		0.99 1.29						
	Glen's	Spartan Spartan		0.99 1.29						
	Harding's	Spartan	1.18							
	Hiller	Hiller Amish	1.48 1.48							
	Kroger (Grt Lakes)	Private Selection		0.97						
	L&L Food Centers	Farm Fresh Farm Fresh		0.99 1.49						
	Martin's	Honeysuckle Honeysuckle	1.28 1.59							w/ store card w/o store card
	Meijer	Meijer Butterball Honeysuckle		* * *						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off < 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off < 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
	Olesen's	Spartan		0.99						
	Plumb	Spartan Spartan	1.29 1.59							w/ store card w/o store card



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Michigan (continued)	Super One	Jennie-O	0.88							w/ store card
		Jennie-O	1.48							w/o store card
	VG's	Spartan		0.88						w/ store card; limit 1 w/ \$10 purchase
		Spartan		1.29						w/o store card
Minnesota	Cash Wise	Jennie-O	0.98							< 16 lbs. (hen)
	Coborn's	Jennie-O	0.99							< 16 lbs. (hen)
	Cub Foods	Jennie-O		0.68						limit 1
	Econo Foods	Honeysuckle	1.29							
	Festival	Jennie-O	1.29							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Rainbow	Butterball		0.78						< 16 lbs. (hen)
	Sun Mart	Honeysuckle	1.29							
	Super One	Jennie-O	0.88							w/ store card
		Jennie-O	1.48							w/o store card
Mississippi	Brookshire's	Honeysuckle	1.29							save \$2 w/ coupon
		Butterball		0.99						
	Kroger (delta)	Honeysuckle	0.97							< 16 lbs. (hen)
		Pilgrim's Pride		0.89						< 16 lbs. (hen)
		Private Selection		0.89						< 16 lbs. (hen)
	Rouse's	Armour		0.79						< 16 lbs. (hen)
		Honeysuckle	1.29							< 16 lbs. (hen)
	SaveRite	no label		0.79						limit 2
	Schnuck's	Schnuck's		*						25 % off
Missouri	Winn-Dixie	Butterball		0.99						w/ store card; limit 2
		Butterball		1.39						w/o store card
		no label	1.19	0.79						w/ store card; limit 2
		no label	1.39	1.29						w/o store card
	County Mart	Farm Fresh		0.89						
		Honeysuckle	1.29							
	Country Mart	Best Choice		0.89						< 16 lbs. (hen)
	Dierberg's	Perdue	1.69							
	Dillon's	Butterball	1.49	1.19						save \$2 w/ coupon
		Honeysuckle	1.29							save \$1 w/ coupon
Hen House	Butterball			1.49						w/ store card
	Butterball			1.59						w/o store card
	Honeysuckle			1.29						w/ store card
	Honeysuckle			1.49						w/o store card
	no label		1.49							w/ store card
	no label		1.69							w/o store card
	Homeland	Honeysuckle	1.29							< 16 lbs. (hen)



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Missouri (continued)	Hy-Vee	Hy-Vee	1.19	0.89						
	Kroger - central	Butterball		0.79						< 16 lbs. (hen)
		Butterball	1.39							
		Perdue	1.39							
		Shady Brook	1.39							
		Jennie-O		0.79						
		Honeysuckle		0.79						
	Kroger (delta)	Honeysuckle	0.97							< 16 lbs. (hen)
		Pilgrim's Pride		0.89						< 16 lbs. (hen)
		Private Selection		0.89						< 16 lbs. (hen)
	Ramey	Best Choice	0.99	0.79						
		Honeysuckle	1.19							
		Butterball	1.29							
	Schnuck's	Schnuck's		*						25 % off
Nebraska	Albertson's LLC	Honeysuckle	1.29							
	Bag n' Save	Honeysuckle	1.18							
	Dillon's	Butterball	1.49	1.19						save \$2 w/ coupon
		Honeysuckle	1.29							save \$1 w/ coupon
	Hy-Vee	Hy-Vee	1.19	0.89						
	Safeway	Butterball	1.69							
		Butcher's Cut	1.29							
	Sun Mart	Honeysuckle	1.29							
North Dakota	Albertson's	Village Market		1.19						
		Honeysuckle	1.29							
		Norbest	1.29							
	Cash Wise	Jennie-O	0.98							< 16 lbs. (hen)
	Dan's	Butterball	1.29							
	Sun Mart	Honeysuckle	1.29							
Ohio	Acme Fresh Mrkt	Acme		0.99						
	Bigg's	Honeysuckle		0.99						
	Buehler's	Amish Country	1.49							
		Bowmen & Landis						2.29		
	Chief	Honeysuckle	*							\$1.00 off w/ coupon
	Cub Foods	Jennie-O		0.68						limit 1
	Food Fair	Amish Valley	1.29							< 16 lbs. (hen)
	Food Land	Honeysuckle	1.19	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Fresh Encounter	Honeysuckle	1.29							< 16 lbs. (hen); save \$1 w/ coupon
	Geyer's	Farm Fresh		0.99						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Ohio (continued)	Giant Eagle	Giant Eagle	1.39	0.99						
		Honeysuckle	1.39	0.99						
	Kroger	Shady Brook	1.29							
	Kroger (Cincy Div)	Butterball	1.39							
		Honeysuckle	1.29							
		Private Selection		0.99						
	Kroger (Grt Lakes)	Private Selection		0.97						
	Meijer	Meijer		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Butterball		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
		Honeysuckle		*						< 16 lbs (hen) \$8 off; > 16 lbs (tom) \$14 off
Riesbeck's	Honeysuckle	1.29							w/ store card	
	Honeysuckle	1.99							w/o store card	
Sparkle	Honeysuckle	1.29							w/ store card	
	Honeysuckle	1.49							w/o store card	
Marsh	Norbest		1.19							
	Butterball	1.49	1.19							
Shop 'n Save	Honeysuckle		1.19							
	Honeysuckle	1.29								< 16 lbs. (hen)
Oklahoma	Albertson's LLC	Honeysuckle	0.99							< 16 lbs. (hen)
	Food Pyramid	Best Choice	0.99							
		Honeysuckle	1.19							
		Butterball	1.29							
	Homeland	Honeysuckle	1.29							< 16 lbs. (hen)
Warehouse	Best Choice		0.79							
South Dakota	Albertson's LLC	Honeysuckle	1.29							
	Coborn's	Jennie-O	0.99							< 16 lbs. (hen)
	Econo Foods	Honeysuckle	1.29							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Safeway	Butterball	1.69							
Butcher's Cut		1.29								
Tennessee	Country Mart	Best Choice		0.89						< 16 lbs. (hen)
	Food City	Butterball	1.49	0.89						w/ card; limit 2 on frozen; save \$3 w/ coupon
		Butterball	1.89	1.49						w/o store card; save \$3 w/ coupon
	Food Lion	no label		0.77						
		no label		1.19						
	Harris Teeter	Honeysuckle	1.29							< 16 lbs. (hen); w/ store card
Honeysuckle		1.49							< 16 lbs. (hen); w/o store card	



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Tennessee (continued)	Ingle's	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Butterball	1.48							w/ store card
		Butterball	1.98							w/o store card
	Kroger (mid-Sth)	L'il Butterball		0.99						
	Kroger	Butterball	1.49	1.09						
		Honeysuckle	1.19	0.99						
	Kroger (mid-Atl)	Shady Brook	1.29							
Texas	Kroger (delta)	Honeysuckle	0.97							< 16 lbs. (hen)
		Pilgrim's Pride		0.89						< 16 lbs. (hen)
		Private Selection		0.89						< 16 lbs. (hen)
	Publix	Publix	1.19	0.79						
	Schnuck's	Schnuck's		*						25 % off
Wisconsin	Albertson's LLC	Honeysuckle	0.99							< 16 lbs. (hen)
	Brookshire Bros.	Butterball	1.29							
		Jennie-O no label		0.99						< 16 lbs. (hen) Smoked @ \$1.88/lb
	Brookshire's	Honeysuckle	1.29							save \$2 w/ coupon
		Butterball		0.99						
	H-E-B	Butterball		1.09						
	Kroger	Jennie-O	0.99							< 16 lbs. (hen)
	Sprout's	Sprout's						1.49		
	Sun Harvest	no label	1.69							
	Super 1	Honeysuckle	1.27							
Wisconsin	Tom Thumb	Butcher's Cut	1.29							
	United/Market St	Butterball		0.99						
	Cub Foods	Jennie-O		0.68						limit 1
	Econo Foods	Honeysuckle	1.29							
	Pick n' Save/ Copp's	Butterball		0.78						< 16 lbs. (hen); w/ store card
		Butterball		1.38						< 16 lbs. (hen); w/o store card
	Piggly Wiggly	Butterball		0.99						< 16 lbs. (hen)
	Super One	Jennie-O	0.88							w/ store card
		Jennie-O	1.48							w/o store card